Kentico

Hartstichting

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TrueLime

HEALTHCARE

Hartstichting, a nonprofit organization on a mission to defeat cardiovascular disease, now has a website that enables visitors to create and share personal guides with content relevant to them.

Number of Returning Visitors Has Increased by

30%

Background

It is expected that by the year 2020, more than 10% of the Dutch population will be suffering from heart disease. Hartstichting took as a mission to lower this number and eliminate cardiovascular disease. The foundation considers education of the public, besides scientific research, to be one of the key elements in achieving this. Before realization of this project, Hartstichting's website was no longer satisfactory as it was not able to provide tailored content.

In close cooperation with the Hartstichting project team, design agency Onstuimig, and communication agency Presenter, TrueLime created a website that helps Hartstichting achieve their goals.

Goals

The primary goal was the development of a website that provides reliable information to patients, their close ones, and everyone else interested in finding out more about cardiovascular disease.

Other objectives were to:

- Make sure that website visitors can easily find content that is relevant to them, without the need to browse content intended for others
- Enable visitors to access, download, and share information that they found interesting, useful, and relevant
- Provide an exceptional user experience for visitors as well as content editors
- Take measures to make the website compliant with the GDPR
- Make it easy for website visitors to become volunteers and to donate money for research of cardiovascular diseases

Challenges

With high regard for privacy, Hartstichting wanted to allow website visitors to use the website content without the need to provide their personal information, or the need to create a personal login. This resulted in two main obstacles:

- Make it easy for visitors to create personal guides that they can revisit and share without the need to provide their personal information—since creating a guide could reveal sensitive medical information about the visitors
- Personalizing content without creating personas and extensively tracking visitors' personal information and behavior

"Our new website provides relevant information to different target groups in different situations because we wanted to help people by providing them with the most optimal way to access information about cardiovascular disease.

We no longer offer a 'one size fits all' solution; the content is now personalized, which offers good opportunities for building a long-term relationship with the website visitors. Personal Guides ensure that all visitors have easy and immediate access to exactly the information that is relevant to them. This results in a bond that, over time, brings more attention and funds to Hartstichting.

Thanks to Kentico's flexible system, we can respond more quickly to current events. We can now publish and modify content, images, and forms faster and more easily."


Annette Roijaards
Online Strategist
Hartstichting

Solution

To address the needs of the client and overcome the challenges, TrueLime, Onstuimig, and Presenter cooperated on the following solutions:

- **Website navigation that enables visitors to display personalized information** through click behavior. By making a few simple choices (for example, choosing between "I've had it myself", "Someone close had it", and "No experience with it") visitors can display information relevant to them. By letting visitors choose themselves, TrueLime eliminated the need to track visitors' behavior and most of their personal information. This solution also ensures that visitors do not need to browse through content that is not relevant to their needs.
- **The goal to allow visitors to revisit and share content was realized by personal guides.** Since the system does not try to recognize returning visitors and keep track of their behavior based on cookies, visitors can access the guides through personal URLs they can share via email.
- **Use of modular and reusable content** is how the website maintains its flexibility and manageability. The core of web pages is made up of widgets, which makes the content easy to adapt and ensures consistent experience throughout the website.
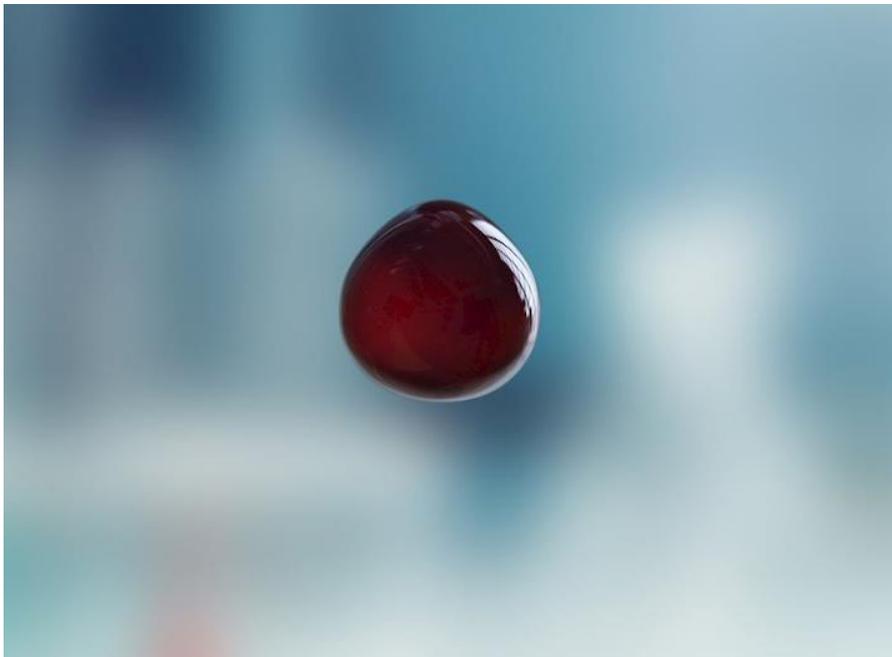
Results

The website is receiving very positive reactions from the visitors. The content loads asynchronously, which means that the images are only visible on the displayed part of the page. This helps to increase the speed of the website.

- Earlier this year, Hartstichting attracted attention with their AED campaign and the website received traffic of up to 3,000 hits per second. This served as a test that proved everything works perfectly
- The number of returning visitors has increased by 30% since the website launch
- Information about cardiovascular diseases is now easily accessible and targeted to the right audience. Moreover, the website provides a user-friendly way of saving, sharing, and revisiting the content
- Personal information of the website visitors is processed correctly and stored encrypted, thus helping Hartstichting comply with the General Data Protection Regulation
- Thanks to the website and the AED campaign, Hartstichting attracted 3,500 volunteers within the first month since the launch

Key Criteria for Choosing Kentico

Kentico has been chosen as the best solution for this project based on the following criteria:

- Kentico is user-friendly and makes it easy for content editors to maintain the website
- Versatility—there is extensive functionality available out of the box
- Flexibility—allowing the platform to adapt without major custom changes
- Favorable price

TrueLime

TrueLime is expert in developing web applications, websites, customer portals, and social intranets.

For TrueLime it is True to deliver software solutions that make customers and partners happy and to act in an open, fair, and loyal way to each other, customers, and partners. Lime refers to the lime tree that has been the center of a colony since ancient times where people came together to come to solutions and make important decisions.

Because of their experience with Microsoft technologies, the use of (software) solutions, and market knowledge, TrueLime realizes applications with intuitive user interfaces and a flexible, reliable back end. They do this in the form of projects in which they take responsibility for scope, time, and budget. TrueLime follows Agile methodologies to ensure high quality, reliability, and efficiency of the solution to be realized. Some of the solutions they have realized in the past have now increased to rapidly deploy products.

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